

Says

What have we heard them say?
What can we imagine them saying?

Can

operate For

emergency

services

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Passengers
might say they
want convenient
booking,
comfortable
seating and ontime flights

What do I know before Flying my goods

I think it
needs trained
individuals
For a
successful
Flight

It is the most costly out of all other modes of transportation

Extreme
weather
cause
planes to be
grounded

Thinks

It is difficult to carry bulky awkwardly shaped goods

Passengers may
be thinking about
the purpose of
their trip,
potential delays,
and the overall
travel experience

Lower Fare make people travel more

What is the baggage allowance

Mind map

AIR
TRANSPORTATION
NETWORK

Very risky in case of accident

Unreliable

Checking For any weather updates or Flight delays leading up to day of Flight

Passengers could be checking flight options, packing their bags, and making arrangements for transportation to and from the airport

uncertain

Excited about their destinations

Comfortable

Hopeful For a smooth journey Fear

Stressed
about
potential
travel
disruptions

Checking For good Flight deals throughout the week

Researching
airport
terminal and
plane
amenities
(mainly wifi)

Looking options For baggage handling

Efficient

Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

